

# VIEW Report

10/21/2016 2:45PM

Alliance for Good Gov't-ST Tammany '16

New Orleans Nov15 DMA Nielsen Live+3

Client:

Buyer:

Advertiser:

Product:

Sched Dates: 10/24/16 - 11/08/16

Lengths: 15

Dayparts: RT

## All-Wks Avrg

	Notes	Rate \$ .00	Net Rate \$ .00	Unit/ Wk	Unit Tot	Unit Dur	Start Date	End Date	Wk 1 - Wk 3		
									Adults 18+		
									Prog Name	Rtg	Imp
New Orleans Nov15 DMA Nielsen Live+3		1200.00	1020.00		436					0.1	148508
1810, St. Tammany		744.00	632.40		208					0.6	97596
TRAV-TV		70.00	59.50		20					0.3	4944
M-Su 3p-7p		3.50	2.98	7	20	15			AVG. ALL WKS<	0.3	247
HALL-TV		128.00	108.80		32					1.5	36829
Sa-Su 6a-3p		4.00	3.40	11	32	15			HALLMARK MOVIE<	1.5	1151
HLN -TV		238.00	202.30		68					0.7	37272
M-F 5a-9a		3.50	2.98	13	40	15			MORNING EXPRES	0.7	561
M 5a-9a		3.50	2.98	1	4	15			MORNING EXPRES	0.9	679
Sa-Su 6a-3p		3.50	2.98	8	24	15			WEEKEND EXPRES<	0.7	505
CNBC-TV		154.00	130.90		44					0.2	7837
M-F 5a-9a		3.50	2.98	13	40	15			SQUAWK BOX<	0.2	181
M 5a-9a		3.50	2.98	1	4	15			SQUAWK BOX<	0.2	150
MNBC-TV		154.00	130.90		44					0.3	10715
M-F 5a-9a		3.50	2.98	13	40	15			MORNING JOE<	0.3	244
M 5a-9a		3.50	2.98	1	4	15			MORNING JOE<	0.3	240
1757, AT&T U-verse		376.00	319.60		188					0.4	31805
CNBC-TV		88.00	74.80		44					0.2	3951
M-F 5a-9a		2.00	1.70	13	40	15			SQUAWK BOX<	0.2	91
M 5a-9a		2.00	1.70	1	4	15			SQUAWK BOX<	0.2	75
HLN -TV		152.00	129.20		76					0.7	20066
M-F 5a-9a		2.00	1.70	13	40	15			MORNING EXPRES	0.7	273
M 5a-9a		2.00	1.70	1	4	15			MORNING EXPRES	0.9	330
Sa-Su 6a-3p		2.00	1.70	11	32	15			WEEKEND EXPRES<	0.6	245
MNBC-TV		136.00	115.60		68					0.3	7789
M-F 5a-9a		2.00	1.70	13	40	15			MORNING JOE<	0.3	118
M 5a-9a		2.00	1.70	1	4	15			MORNING JOE<	0.3	116
Sa-Su 6a-3p		2.00	1.70	8	24	15			AVG. ALL WKS<	0.3	108
9974, ATT Global New		80.00	68.00		40					0.4	19107
APL -TV		80.00	68.00		40					0.4	19107
M-Su 7p-12m		2.00	1.70	12	36	15			AVG. ALL WKS<	0.4	488
M 7p-12m		2.00	1.70	1	4	15			AVG. ALL WKS	0.3	383
Total		1200.00	1020.00		436					0.1	148508

**All-Wks Avrg**

		Wk 1 - Wk 3				Wk 1 10/24 '16	Wk 2 10/31 '16	Wk 3 11/7 '16
		Adults 18+						
		CPP \$\$	Rch %	Freq	GRP			
New Orleans Nov15 DMA Nielsen Live+3		\$20	13.9%	4.3	58.7	204	204	28
1810, St. Tammany		\$6	29.6%	4.3	124.4	98	98	12
TRAV-TV		\$12	2.9%	2.2	6.0	10	10	
M-Su 3p-7p		\$12	2.9%	2.2	6.0	10	10	
HALL-TV		\$3	14.5%	3.3	48.0	16	16	
Sa-Su 6a-3p		\$3	14.5%	3.3	48.0	16	16	
HLN -TV		\$5	9.8%	5.0	48.4	32	32	4
M-F 5a-9a		\$5	7.7%	3.8	28.0	20	20	
M 5a-9a		\$4	2.5%	1.4	3.6			4
Sa-Su 6a-3p		\$5	5.8%	2.7	16.8	12	12	
CNBC-TV		\$18	2.6%	4.0	8.8	20	20	4
M-F 5a-9a		\$18	2.5%	3.8	8.0	20	20	
M 5a-9a		\$18	0.6%	1.4	0.8			4
MNBC-TV		\$12	3.5%	4.0	13.2	20	20	4
M-F 5a-9a		\$12	3.3%	3.8	12.0	20	20	
M 5a-9a		\$12	0.9%	1.4	1.2			4
1757, AT&T U-verse		\$5	15.8%	5.3	80.0	88	88	12
CNBC-TV		\$10	2.6%	4.0	8.8	20	20	4
M-F 5a-9a		\$10	2.5%	3.8	8.0	20	20	
M 5a-9a		\$10	0.6%	1.4	0.8			4
HLN -TV		\$3	9.8%	5.4	50.8	36	36	4
M-F 5a-9a		\$3	7.6%	3.8	28.0	20	20	
M 5a-9a		\$2	2.5%	1.4	3.6			4
Sa-Su 6a-3p		\$3	6.2%	3.3	19.2	16	16	
MNBC-TV		\$7	4.1%	5.0	20.4	32	32	4
M-F 5a-9a		\$7	3.3%	3.8	12.0	20	20	
M 5a-9a		\$7	0.9%	1.4	1.2			4
Sa-Su 6a-3p		\$7	2.5%	2.7	7.2	12	12	
9974, ATT Global New		\$5	4.5%	3.2	15.6	18	18	4
APL -TV		\$5	4.5%	3.2	15.6	18	18	4
M-Su 7p-12m		\$5	4.3%	3.0	14.4	18	18	
M 7p-12m		\$7	0.8%	1.4	1.2			4
Total		\$20	13.9%	4.3	58.7	204	204	28

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.  
New Orleans Nov15 DMA Nielsen Live+3  
Cable Zones: COX MEDIA, St. Tammany  
New Orleans Nov15 DMA Nielsen Live+3  
Cable Zones: COX MEDIA, AT&T U-verse Northshore  
New Orleans Nov15 DMA Nielsen Live+3  
Cable Zones: Cox Media, ATT Global New Orleans

Disclaimers:

\*Inventory is subject to availability.

\*30-day written cancellation required.

\*The advertiser and any agency and/or media placement service (collectively, "Customer") purchasing cablecast time for commercial announcements and/or programs (individually, a "Program" and collectively "Programs"), and Cox Media LLC ("Cox Media") agree to be bound to (i) the Cox Media Standard Terms and Conditions which are attached on the back of this form or on a separate page ("Ts&Cs"), (ii) this order/confirmation form; and (iii) any other order/confirmation form between the parties. The Ts&C and all order/confirmation forms constitute the entire agreement ("Contract") between the parties for the purchase of airtime. In the event of a conflict between the Ts&Cs and any order/confirmation form, the Ts&Cs will control.

By:

*Jane Elizabeth Perkins*

Customer Signature

By:

\_\_\_\_\_

Cox Media LLC – Representative

Name:

*Tara Elizabeth Perkins*

Name:

Title:

*media buyer*

Title:

Date:

*12/19/16*

Date:

## Contract Data Form

## EDI INFORMATION

Client	AE	DARBONNE, TRENT (26 Office	Cox Media, Ala
Product	Client	ALLIANCE FOR GOOD GOVERNMENT (726)	
Estimate	Product		
Order	Agency	Creative Marketing Sales * (16185)	15%
Do Not Submit EDI Invoice	Rep Firm		

## ORDER INFORMATION

## BILLING INFORMATION

Address	2640 Ridgeline Dr
	Metairie, LA 70002
Contact	
Notes	10/24/16 oc. Political./10/24/16das
Phone	504-837-5600

TIM #

418335

Contract Start

10/25/2016

Contract End

11/13/2016

## TOTALS FOR CONTRACT

Total Spots

208

Gross Amt

\$744.00

Agency Comm

\$111.60

Rep Comm

\$0.00

Net Amt

\$632.40

## REFERENCES

Est #	1530565	Primary	LOC - Political (2	Tertiary	
Contr #		Secondary	New Orleans (1)	Quaternary	Outsource Billing

Bill Month	Broadcast	Contract Type	Political
Ord Status	Revision Approved by Fulfillment		

Systems St. Tammany, 1810 (397)

Traffic Ln#	Traffic Par#	Priority Code	Network	Program	Start Date	Stop Date	Start Time	Stop Time	M	Tu	W	Th	F	Sa	Su	Spt Wk	Total Wks	Total Spots	Unit Cost	Total Cost	Spot Len
1		5	CNBC	SQUAWK BOX<	10/25/16	10/28/16	05:00	09:00		X	X	X	X			20	1	20	\$3.50	\$70.00	15
2		5	CNBC	SQUAWK BOX<	10/31/16	11/04/16	05:00	09:00	X	X	X	X				20	1	20	\$3.50	\$70.00	15
3		5	CNBC	SQUAWK BOX<	11/07/16	11/07/16	05:00	09:00	X							4	1	4	\$3.50	\$14.00	15
4		5	HALL	HALLMARK MOVIE<	10/29/16	10/30/16	06:00	15:00						X	X	16	1	16	\$4.00	\$64.00	15
5		5	HALL	HALLMARK MOVIE<	11/05/16	11/06/16	06:00	15:00						X	X	16	1	16	\$4.00	\$64.00	15
6		5	HLLN	MORNING EXPRES	10/25/16	10/28/16	05:00	09:00		X	X	X	X			20	1	20	\$3.50	\$70.00	15
7		5	HLLN	MORNING EXPRES	10/31/16	11/04/16	05:00	09:00	X	X	X	X				20	1	20	\$3.50	\$70.00	15
8		5	HLLN	MORNING EXPRES	11/07/16	11/07/16	05:00	09:00	X							4	1	4	\$3.50	\$14.00	15
9		5	HLLN	WEEKEND EXPRES<	10/29/16	10/30/16	06:00	15:00						X	X	12	1	12	\$3.50	\$42.00	15
10		5	HLLN	WEEKEND EXPRES<	11/05/16	11/06/16	06:00	15:00						X	X	12	1	12	\$3.50	\$42.00	15
11		5	MNBC	MORNING JOE<	10/25/16	10/28/16	05:00	09:00		X	X	X	X			20	1	20	\$3.50	\$70.00	15
12		5	MNBC	MORNING JOE<	10/31/16	11/04/16	05:00	09:00	X	X	X	X				20	1	20	\$3.50	\$70.00	15
13		5	MNBC	MORNING JOE<	11/07/16	11/07/16	05:00	09:00	X							4	1	4	\$3.50	\$14.00	15
14		7	TRAV	AVG. ALL WKS<	10/25/16	10/30/16	15:00	19:00		X	X	X	X			10	1	10	\$3.50	\$35.00	15
15		7	TRAV	AVG. ALL WKS<	10/31/16	11/06/16	15:00	19:00	X	X	X	X	X			10	1	10	\$3.50	\$35.00	15

Oct 16

Nov 16

Total

Spots	98	110	
Grs \$	\$351	\$393	\$744
Net \$	\$298	\$334	\$632



# Contract Data Form

## EDI INFORMATION

Client	AE	DARBONNE, TRENT (26 Office Cox Media, Ala
Product	Client	ALLANCE FOR GOOD GOVERNMENT (726)
Estimate	Product	Creative Marketing Sales* (16185)
Order	Agency	15%
Do Not Submit EDI Invoice	Rep Firm	

## ORDER INFORMATION

## BILLING INFORMATION

Address	2640 Ridgely Dr Metairie, LA 70002
Contact	Phone 504-837-5600
Notes	10/24/16 oc. Political. /10/24/16das

TIM #	418335
Contract Start	10/25/2016
Contract End	11/13/2016
TOTALS FOR CONTRACT	
Total Spots	188
Gross Amt	\$376.00
Agency Comm	\$56.40
Rep Comm	\$0.00
Net Amt	\$319.60

## REFERENCES

Est #	1530565	Primary	LOC - Political (2	Tertiary
Contr #	1530565	Secondary	New Orleans (1)	Quaternary
Systems	AT&T U-verse Northshore, 1757 (421)	Outsource Billing		

Bill Month	Broadcast	Contract Type	Political
Ord Status	Traffic Updates Accepted		

Traffic Ln#	Traffic Pat#	Priority Code	Network	Program	Start Date	Stop Date	Start Time	Stop Time	M	Tu	W	Th	F	Sa	Su	Spt Wk	Total Wks	Total Spots	Unit Cost	Total Cost	Spot Len
16		5	CNBC	SQUAWK BOX<	10/25/16	10/28/16	05:00	09:00		X	X	X	X			20	1	20	\$2.00	\$40.00	15
17		5	CNBC	SQUAWK BOX<	10/31/16	11/04/16	05:00	09:00	X	X	X	X	X			20	1	20	\$2.00	\$40.00	15
18		5	CNBC	SQUAWK BOX<	11/07/16	11/07/16	05:00	09:00	X							4	1	4	\$2.00	\$8.00	15
19		5	HUN	MORNING EXPRES	10/25/16	10/28/16	05:00	09:00		X	X	X	X			20	1	20	\$2.00	\$40.00	15
20		5	HUN	MORNING EXPRES	10/31/16	11/04/16	05:00	09:00	X	X	X	X	X			20	1	20	\$2.00	\$40.00	15
21		5	HUN	MORNING EXPRES	11/07/16	11/07/16	05:00	09:00	X							4	1	4	\$2.00	\$8.00	15
22		5	HUN	WEEKEND EXPRES<	10/29/16	10/30/16	06:00	15:00						X	X	16	1	16	\$2.00	\$32.00	15
23		5	HUN	WEEKEND EXPRES<	11/05/16	11/06/16	06:00	15:00						X	X	16	1	16	\$2.00	\$32.00	15
24		5	MNBC	MORNING JOE<	10/25/16	10/28/16	05:00	09:00		X	X	X	X			20	1	20	\$2.00	\$40.00	15
25		5	MNBC	MORNING JOE<	10/31/16	11/04/16	05:00	09:00	X	X	X	X	X			20	1	20	\$2.00	\$40.00	15
26		5	MNBC	MORNING JOE<	11/07/16	11/07/16	05:00	09:00	X							4	1	4	\$2.00	\$8.00	15
27		5	MNBC	AVG. ALL WKS<	10/29/16	10/30/16	06:00	15:00						X	X	12	1	12	\$2.00	\$24.00	15
28		5	MNBC	AVG. ALL WKS<	11/05/16	11/06/16	06:00	15:00						X	X	12	1	12	\$2.00	\$24.00	15

Oct 16	Nov 16	Total
Spots 88	100	188
Grs \$ \$176	\$200	\$376
Nets \$150	\$170	\$320

# Contract Data Form

EDI INFORMATION				ORDER INFORMATION				BILLING INFORMATION				TIM #									
Client	AE	DARBONNE, TRENT (26 Office Cox Media, Ala		Address	2640 Ridgely Dr Metairie, LA 70002			Contract Start	10/25/2016			418335									
Product	Client	ALLIANCE FOR GOOD GOVERNMENT (726)		Contact	Phone 504-837-5600			Contract End	11/13/2016												
Estimate	Product	Creative Marketing Sales* (16185)		Notes	10/24/16 o.c. Political./10/24/16 das			TOTALS FOR CONTRACT													
Order	Agency	Rep Firm						Total Spots	40												
Do Not Submit EDI Invoice	Rep Firm							Gross Amt	\$80.00												
REFERENCES				Bill Month	Broadcast			Contract Type	Political												
Est #	1530565	Primary	LOC - Political (2	Ord Status	Traffic Updates Accepted			Agency Comm	\$12.00												
Contr #	1530565	Secondary	New Orleans (1)					Rep Comm	\$0.00												
Systems ATT Global New Orleans, 9974 (417)								Net Amt	\$68.00												
Traffic Ln#	Par#	Priority Code	Network	Program	Start Date	Stop Date	Start Time	Stop Time	M	Tu	W	Th	F	Sa	Su	Spt Wk	Total Wks	Total Spots	Unit Cost	Total Cost	Spot Len
29	15	15	APL	AVG. ALL WKS<	10/25/16	10/30/16	19:00	24:00	X	X	X	X	X	X	X	18	1	18	\$2.00	\$36.00	15
30	15	15	APL	AVG. ALL WKS<	10/31/16	11/06/16	19:00	24:00	X	X	X	X	X	X	X	18	1	18	\$2.00	\$36.00	15
31	15	15	APL	AVG. ALL WKS	11/07/16	11/07/16	19:00	24:00	X							4	1	4	\$2.00	\$8.00	15
<div> <div>Oct 16</div> <div>Nov 16</div> </div>																					
Spots	18	22																			
Grs \$	\$36	\$44																			
Net \$	\$31	\$37																			
Total																					

# Contract Data Form - Summary

EDI INFORMATION		AE, CLIENT, AGENCY, REP FIRM		BILLING INFORMATION		TIM #																	
Client	AE	DARBONNE, TRENT (26)	Cox Media, Ad	Address	2640 Ridgely Lake Dr Metairie, LA 70002	Contract Start	10/25/2016																
Product	Client	ALLIANCE FOR GOOD GOVERNMENT (726)	15%	Contact	Phone 504-837-5600	Contract End	11/13/2016																
Estimate	Agency	Creative Marketing Sales* (16185)		Notes	10/24/16 oc. Political./10/24/16 das	TOTALS FOR CONTRACT																	
Order	Rep Firm					Total Spots	436																
Do Not Submit EDI Invoice	Bill Month	Broadcast	Contract Type Political			Gross Amt	\$1,200.00																
Summary by broadcast month for the following schedules:																							
1. St. Tammany, 1810 (397)																							
2. AT&T U-verse Northshore, 1757 (421)																							
3. ATT Global New Orleans, 9974 (417)																							
<table border="1"> <thead> <tr> <th></th> <th>Oct 16</th> <th>Nov 16</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Spots</td> <td>204</td> <td>232</td> <td>436</td> </tr> <tr> <td>Grs \$</td> <td>\$563</td> <td>\$637</td> <td>\$1,200</td> </tr> <tr> <td>Net \$</td> <td>\$479</td> <td>\$541</td> <td>\$1,020</td> </tr> </tbody> </table>									Oct 16	Nov 16	Total	Spots	204	232	436	Grs \$	\$563	\$637	\$1,200	Net \$	\$479	\$541	\$1,020
	Oct 16	Nov 16	Total																				
Spots	204	232	436																				
Grs \$	\$563	\$637	\$1,200																				
Net \$	\$479	\$541	\$1,020																				

ACCEPTED BY AGENCY/ADVERTISER: \_\_\_\_\_

DATE \_\_\_\_\_

MGR \_\_\_\_\_

FINANCE \_\_\_\_\_

INV: \_\_\_\_\_



## Acknowledgement of Political Ad Policy



### ACKNOWLEDGMENT OF POLITICAL AD POLICY

This will acknowledge receipt of "Political Ad Policy" of Cox Media.

I agree that all purchases of advertising time on the **Cox Media - Louisiana** which I make by or on behalf of legally-qualified political candidates are subject to the Political Ad Policy.

I acknowledge that I have been informed to my satisfaction concerning the class of time which is available to advertisers, including without limitation; the chances of preemption; the availability of discount packages and rotations, including the System's willingness to negotiate combinations of time suitable to the needs of particular candidates; the System's lowest unit charge and related privileges for advertising time; and the System policy with respect to make-goods.

I recognize that the Federal Communications Commission ("FCC") has asserted its exclusive jurisdiction under the Communications Act of 1934, as amended (the "Act"), with respect to all disputes concerning purchases of advertising time by or on behalf of legally-qualified political candidates, specifically including all disputes concerning charges for candidates' "uses" of System's facilities. I acknowledge that all such disputes will therefore be governed exclusively by the Act, and the rules and policies of the FCC, and must be resolved exclusively before the FCC, subject to such judicial review as is provided for by the Act. To ensure that material necessary to resolution of such disputes is maintained, any such complaint should be filed with the FCC promptly.

If I am an agent acting on a candidate's behalf, I certify that I have made full disclosure to the candidate of the information provided to me by the System concerning its political advertising policies, or, if not, that I have been specifically authorized by the candidate to purchase advertising time on the System on his or her behalf without the need to make such full disclosure. I further represent that all advertising which I purchase on the candidate's behalf will include the candidate's recognizable voice or image. Unless I am acting on behalf of a candidate for federal elective office, I further represent that the candidate agrees to indemnify and hold the System harmless from and against any and all damages and liability, including reasonable attorneys' fees, which may be assessed against the System as the result of its cablecast of advertising not involving a "use" by the candidate which I purchase on the candidate's behalf. I further represent that I am authorized by all candidates on whose behalf I purchase time to agree to the terms and conditions set forth herein.

By: Fara Jenkins

On behalf of: Alliance for Good Gov't

Date: 10/5/10





# RECORD OF REQUEST FOR POLITICAL TIME

\*\*\*\*\*

Also, attach a copy of this form to the traffic order - Confirmation

## RECORD OF REQUEST FOR POLITICAL TIME (TO BE PLACED IN OUR POLITICAL FILE)

Date: 10/5/16

Request made by: Fara Jenkins

by phone ☒

in person ☐

On behalf of: Alliance for Good Government

(Committee name)

For candidacy or issue: \_\_\_\_\_

(Candidate/Issue)

PRIMARY ELECTION ☐

GENERAL ELECTION ☐

POLITICAL PARTY:

Democrat ☒

Republican ☒

Other ☐

Legally-Qualified Candidate  
for the Office of: State Senate, Judge, School Board, Congress, Mayor, Police Chief

Information Requested: (See Attachments)

Information Provided: (See Attachment)

Time Requested: [May attach copies of faxed orders and contracts]

Length of Cablecast	Hour	Days	Class of Time	Times Per Week	Package or Rotation	Number of Weeks	Rate

Date of First Cablecast: \_\_\_\_\_

Date of Last Cablecast: \_\_\_\_\_

Total Charges: \$ \_\_\_\_\_

If not already on file, list chief executive officer(s) or members of the Executive Committee or Board of Directors of sponsoring organization, for candidate include Treasurer of authorized campaign committee.

**COX**  
Media

## Smith, Ken (CMI-Southeast)

---

**From:** Darbonne, Trent (CMI-Southeast)  
**Sent:** Monday, October 24, 2016 9:55 AM  
**To:** Smith, Ken (CMI-Southeast)  
**Cc:** Age, Patricia (CMI-Southeast)  
**Subject:** FW: Alliance for Good Government tv spots

See below for spots...

**From:** Darbonne, Trent (CMI-Southeast)  
**Sent:** Monday, October 24, 2016 9:31 AM  
**To:** Age, Patricia (CMI-Southeast)  
**Subject:** FW: Alliance for Good Government tv spots

Here are the spots. The St. Tammany order is coming down now. It will be bookend :15s that I got approve to do 'zero offset'.

Thanks

**From:** Fara Jenkins [<mailto:fara@creativemarketingsales.com>]  
**Sent:** Monday, October 24, 2016 8:56 AM  
**To:** Jeannette Neves; [mhernandez@wwltv.com](mailto:mhernandez@wwltv.com); Danielle Kiletico; Darbonne, Trent (CMI-Southeast)  
**Subject:** Alliance for Good Government tv spots

Good morning and happy Monday,

Please see the following instructions:

Trent please use all three spots.

Jeannette, Sue and Monica and Danielle please use only the Orleans Parish spot.

I am creating a FTP site in which you can retrieve the spots from however I did not want to cause further delay. If you have any questions please contact me. Thank you all for your help.

 [ALLIANCE FOR GOOD GOVERNMENT ST. TAMMANY.mov](#)

 [ALLIANCE FOR GOOD GOVERNMENT Jefferson.mov](#)

 [ALLIANCE FOR GOOD GOVERNMENT Orleans.mov](#)

--

Kind Regards,

Fara Jenkins  
Vice President

[fara@creativemarketingsales.com](mailto:fara@creativemarketingsales.com)

[www.cmsineworleans.com](http://www.cmsineworleans.com)

Office: 504.837.5600

Fax: 504.837.5606

Cell: 504.666.5663

Creative Marketing Sales Inc.

2640 Ridgelake Drive

Metairie, LA 70002

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